

31543

Station WWSB-TV SARASOTA, FL  
 Advertiser ( ) POLITICAL  
 Product BUCHANAN FOR CONGRES  
 Estimate# 374  
 Buyer STEPHANIE KOHLBAUER  
 Phone#  
 Fax#  
 Agency ( ) MENTZER MEDIA SERVICES  
 600 FAIRMOUNT AVE, SUITE 306  
 TOWSON, MD 21286  
 Agency C/P1/P2/E //374  
 Flight Dates 09/20/2012 - 09/26/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) BRAD PHILIPPS  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

VERN BUCHANAN FOR CONGRESS \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S  
 REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN  
 NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY  
 BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO  
 RACE OR ETHNICITY.

--- REMARKS ---

NEW BUCHANAN ORDER  
 PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH-F	6A-7A	NEWS	:30	\$175.00	09/20-09/21	1	1	1	\$175.00	
	2	TH-F	7A-9A	GMA	:30	\$225.00	09/20-09/21	1	1	1	\$225.00	
	3	TH-F	5P-530P	NEWS	:30	\$225.00	09/20-09/21	2	1	2	\$450.00	
	4	TH-F	530P-6P	NEWS	:30	\$300.00	09/20-09/21	1	1	1	\$300.00	
	5	TH-F	6P-630P	NEWS	:30	\$550.00	09/20-09/21	1	1	1	\$550.00	
	6	M-W	6A-7A	NEWS	:30	\$175.00	09/24-09/26	2	1	2	\$350.00	
	7	M-W	7A-9A	GMA	:30	\$225.00	09/24-09/26	1	1	1	\$225.00	
	8	M-W	6P-630P	NEWS	:30	\$550.00	09/24-09/26	2	1	2	\$1,100.00	
	9	M-W	11P-1135P	NEWS	:30	\$425.00	09/24-09/26	2	1	2	\$850.00	
	10	M-W	530P-6P	NEWS	:30	\$300.00	09/24-09/26	2	1	2	\$600.00	

Rep Order# 9802670 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/23/2012 2:25 PM  
Last Received: 08/23/2012 12:20 PM  
Showing Buylines: All Lines

2 of 2

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Fax#

Agency ( ) MENTZER MEDIA SERVICES  
600 FAIRMOUNT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E //374  
Flight Dates 09/20/2012 - 09/26/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILLIPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

---REPORT TOTALS---

Report Totals: 15 / \$4,825.00

---SALES MONTHLY TOTALS---

Sep 12: 15 / \$4,825.00

Sales Totals: 15 / \$4,825.00

Station Totals: 15 / \$4,825.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$4,825

CABL 0%	UNKN 0%	WBSV 0%	WFLA 0%	WFTS 0%
WTOG 0%	WTSP 0%	WTTA 0%	WTVT 0%	WWSB 100%

Books null  
Demos RA35+

# CONTRACT



**WWSB**  
**1477 Tenth Street**  
**Sarasota, FL 34236**  
**(941)552-0777**

www.wwsb.tv

And:

**MENTZER MEDIA SERVICES**  
**600 FAIRMOUNT AVE**  
**SUITE 306**  
**TOWSON, MD 21286**

<b>Contract / Revision</b> 31543 /		<b>Alt. Order #</b> 09802670
<b>Product</b> 374/BUCHANAN FOR CONGRES		
<b>Contract Dates</b> 09/20/12 - 09/26/12		<b>Est. #</b> 374
<b>Advertiser</b> VERN BUCHANAN		<b>Original Date / Revision</b> 08/23/12 / 08/23/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WWSB	<b>Account Executive</b> BRAD PHILLIPS	<b>Sales Office</b> Washington DC
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b> 8021	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	09/20/12	09/21/12	ABC 7 Sunrise News @	6a-7a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$175.00			
N 2	7	09/20/12	09/21/12	Good Morning America	7-9a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$225.00			
N 3	7	09/20/12	09/21/12	ABC 7 News at 5p	5-530p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				2	\$225.00			
N 4	7	09/20/12	09/21/12	ABC 7 News at 530p	530-6p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$300.00			
N 5	7	09/20/12	09/21/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$550.00			
N 6	7	09/24/12	09/26/12	ABC 7 Sunrise News @	6a-7a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTW----				2	\$175.00			
N 7	7	09/24/12	09/26/12	Good Morning America	7-9a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTW----				1	\$225.00			
N 8	7	09/24/12	09/26/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTW----				2	\$550.00			
N 9	7	09/24/12	09/26/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTW----				2	\$425.00			
N 10	7	09/24/12	09/26/12	ABC 7 News at 530p	530-6p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTW----				2	\$300.00			
<b>Totals</b>											<b>15</b>	<b>\$4,825.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/26/12	15	\$4,825.00	\$4,101.25
<b>Totals</b>	<b>15</b>	<b>\$4,825.00</b>	<b>\$4,101.25</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WWSB**  
1477 Tenth Street  
Sarasota, FL 34236  
(941)552-0777

<u>Contract / Revision</u>	<u>Alt. Order #</u>
31543 /	09802670

<u>Contract Dates</u>	<u>Product</u>	<u>Est. #</u>
09/20/12 - 09/26/12	374/BUCHANAN FOR C	374

<u>Advertiser</u>	<u>Original Date / Revision</u>
<b>VERN BUCHANAN</b>	08/23/12 / 08/23/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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